



oh goody!

PRESENTED BY **THREDUP**



EVENT CONCEPT



Create an immersive event that brings this online brand to life

- Promote thredUP's Goody Boxes
- Empower young professionals
- Highlight the versatility of sustainable fashion

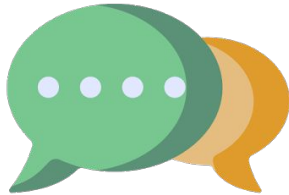
Why?

- Dressing for professional environments is hard
- thredUP hasn't done an experiential campaign before now

CAMPAIGN OBJECTIVES



Increase **site visits** to <https://www.thredup.com/goody> **by 25%**



Increase **sales** of the Goody Box **by 5%**



Be in the **top three share of voice** for earned media in sustainable fashion

CAMPAIGN RESEARCH



TARGET AUDIENCE

- 70% of women have or are open to shopping second hand.
- 40% of Gen Z has bought second hand apparel, footwear or accessories.

MARKET

- By 2029, second hand is expected to claim the second largest share of the market.
- COVID-19 has expedited the shift toward sustainable fashion.

HEARTLAND HUSTLERS



KEY INSIGHT

Second hand fashion is
appealing to the target
audience but it is
also **overwhelming**.

OH GOODY!

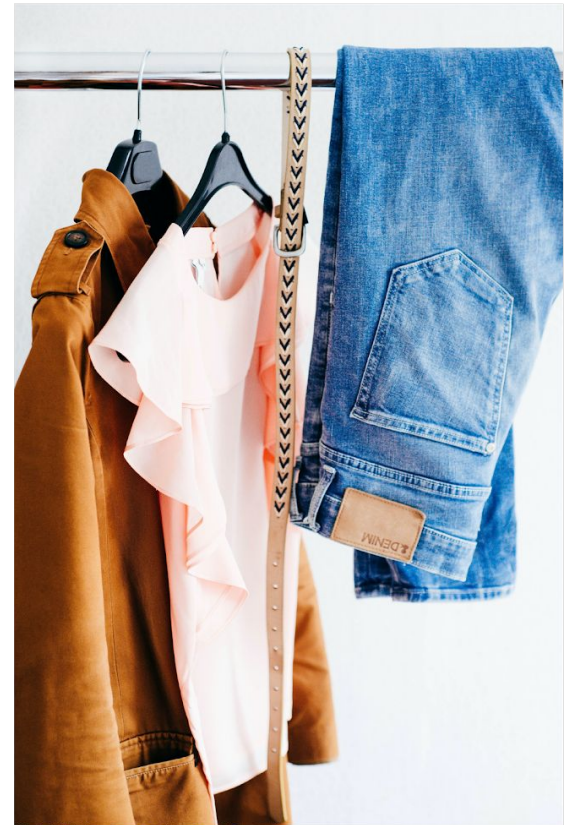
Surprise and delight the target

- Feel _____ AF!
- #GoodyAF

Highlights the personalized experience

- Promotes the thredUP Goody Box Subscription Service

Touring throughout the Midwest



BRAND IDENTITY

COLORS:



LOGO:

oh
goody!

Primary Font: Keep on Truckin

Secondary: Helvetica Neue Condensed Bold

Tertiary: Helvetica Neue Regular

INFLUENCERS



@economyofstyle
St. Louis, MO



@allisonwetig
Omaha, NE



@paxyshia
Minneapolis, MN



@bestdressedblonde
Sioux Falls, SD



@shannydoots
Chicago, IL



@leepamittal
Milwaukee, WI



@brittnull
Kansas City, MO



@thehautehomemaker
Des Moines, IA

BIG C'S

CONNECTION: Influencer connections & educational connection

CONTROL: Journey sequencing

CONTENT: Programmatic ads, owned social posts, blog posts, email campaigns, podcast sponsorships, murals & coffee

CURRENCY: Information currency

CONVERSION: Sales conversion & awareness conversion

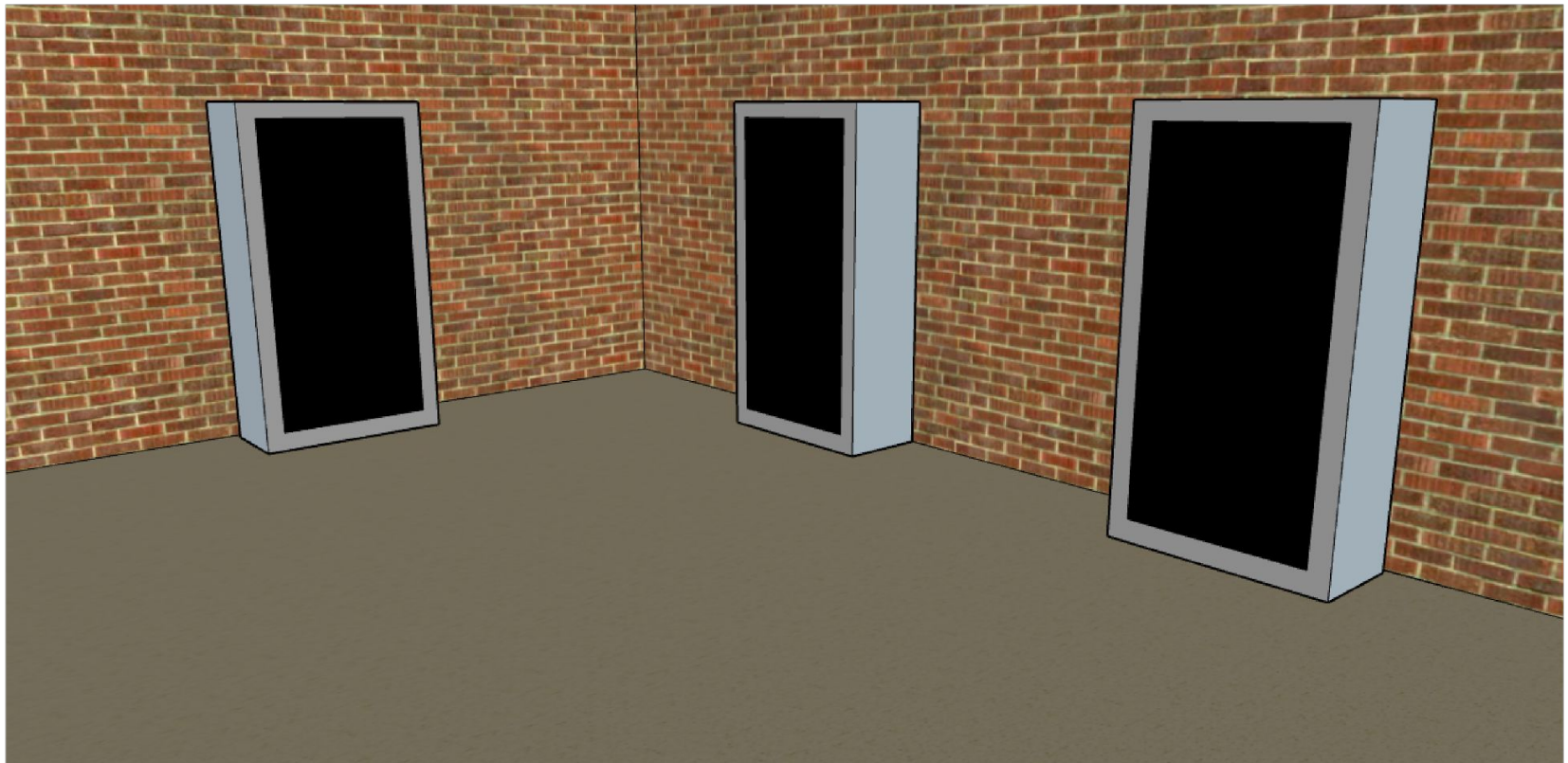
WALKTHROUGH



WALKTHROUGH



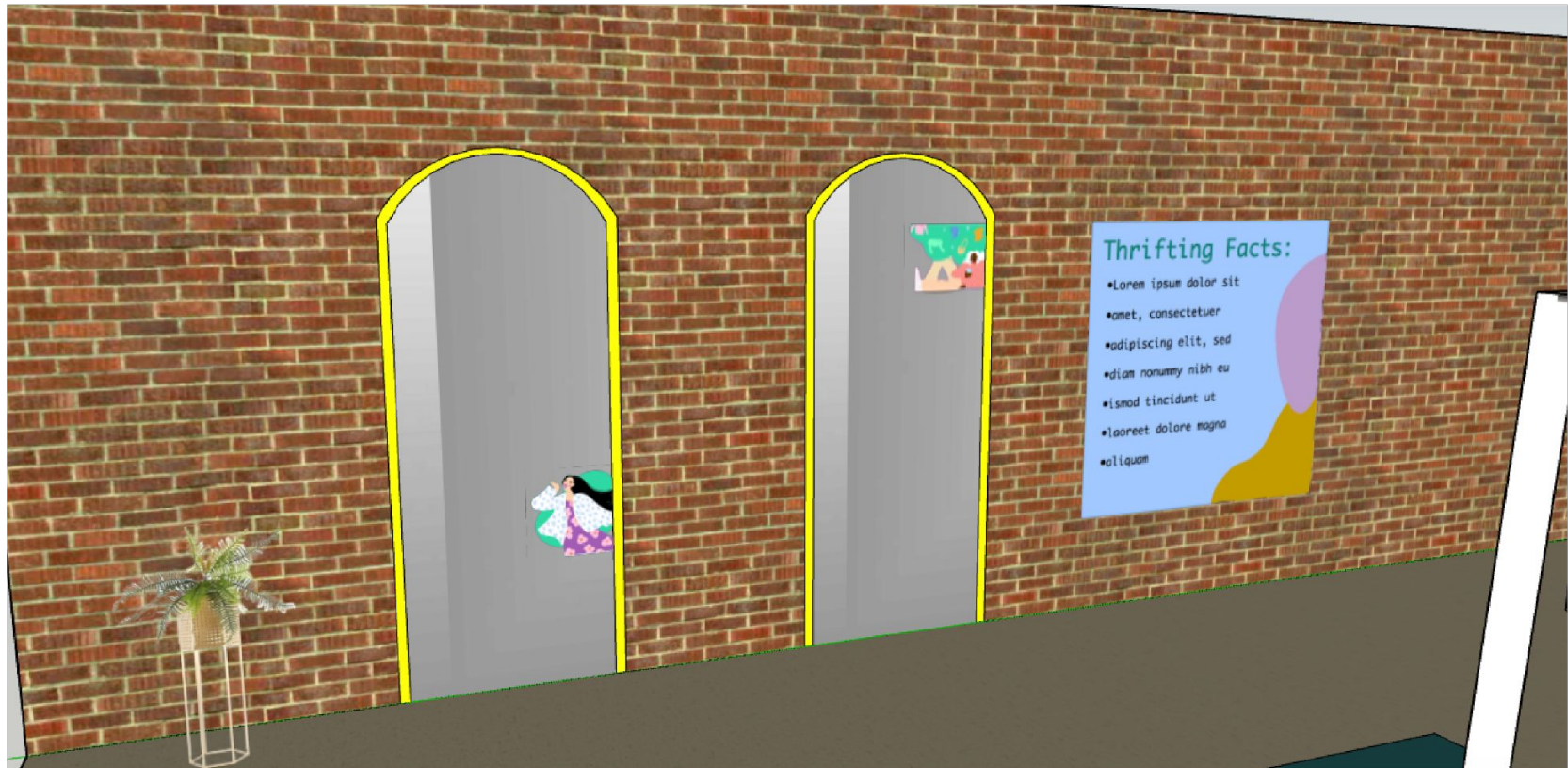
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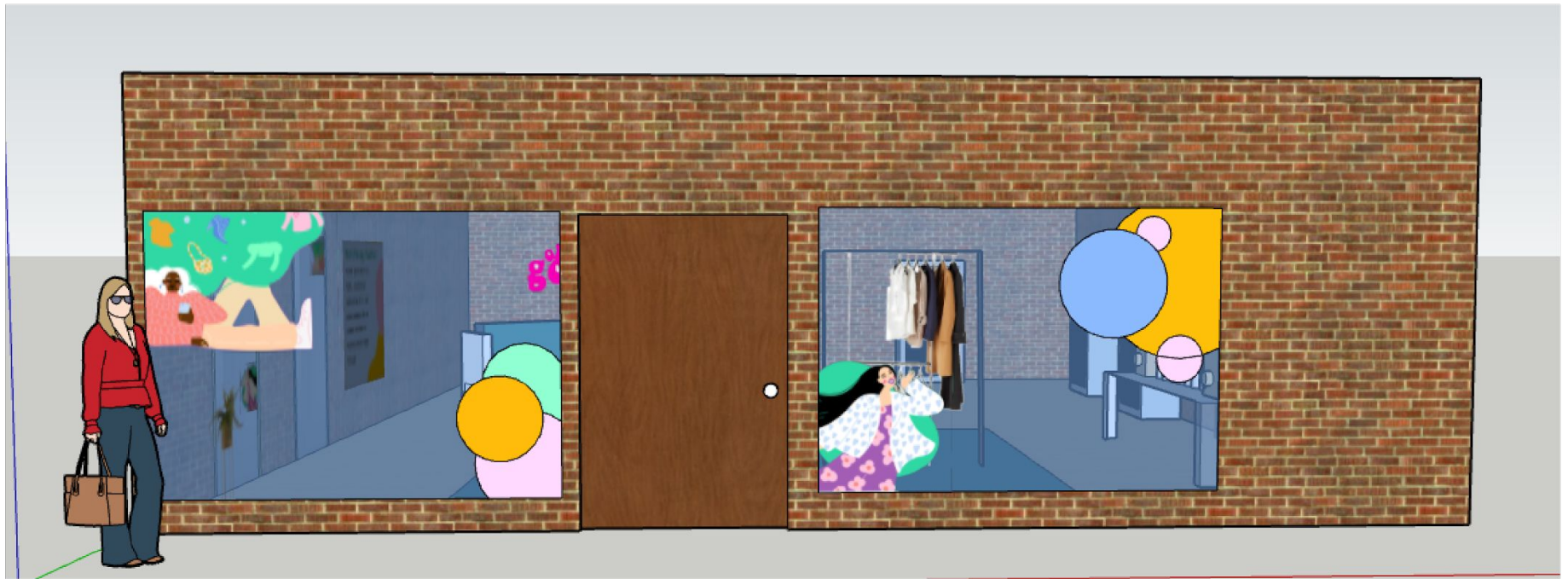
WALKTHROUGH



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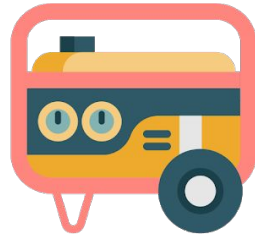
LOCATIONS & LOGISTICS



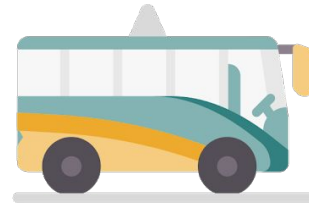
RISKS & KEY ASSUMPTIONS



DJ doesn't show



Power goes out

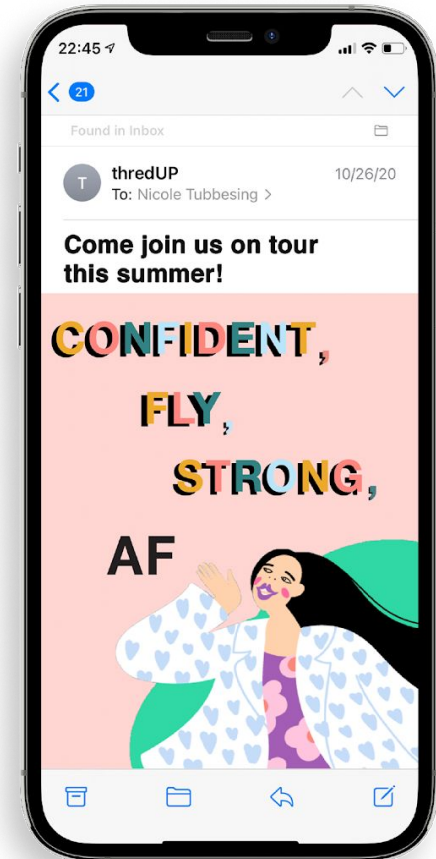
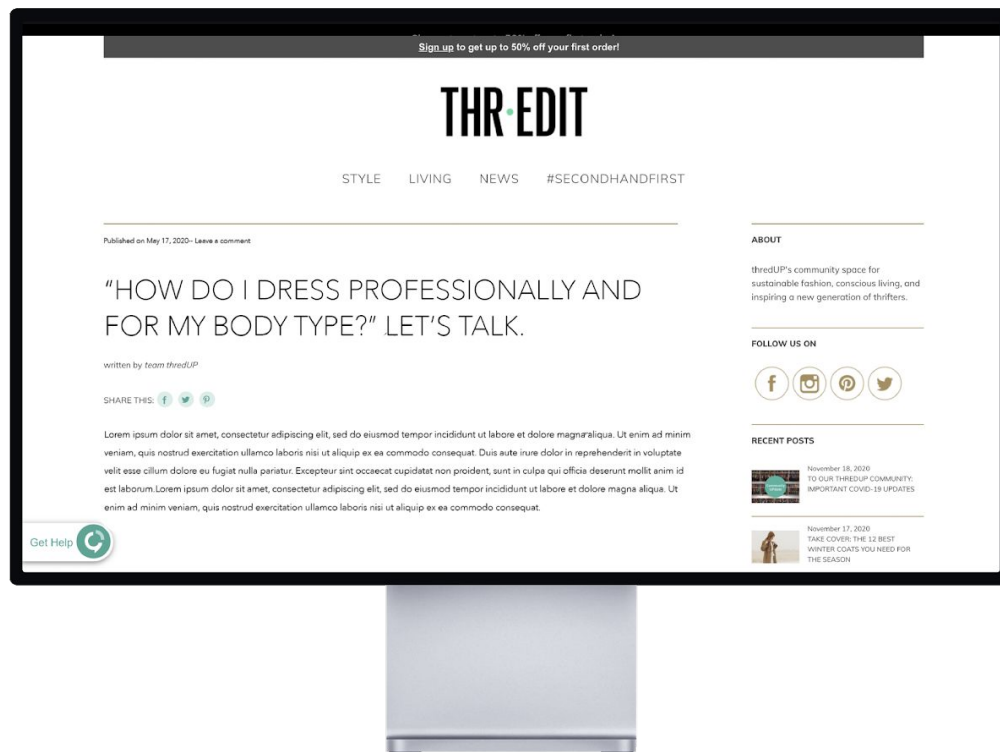


Bus breaks down

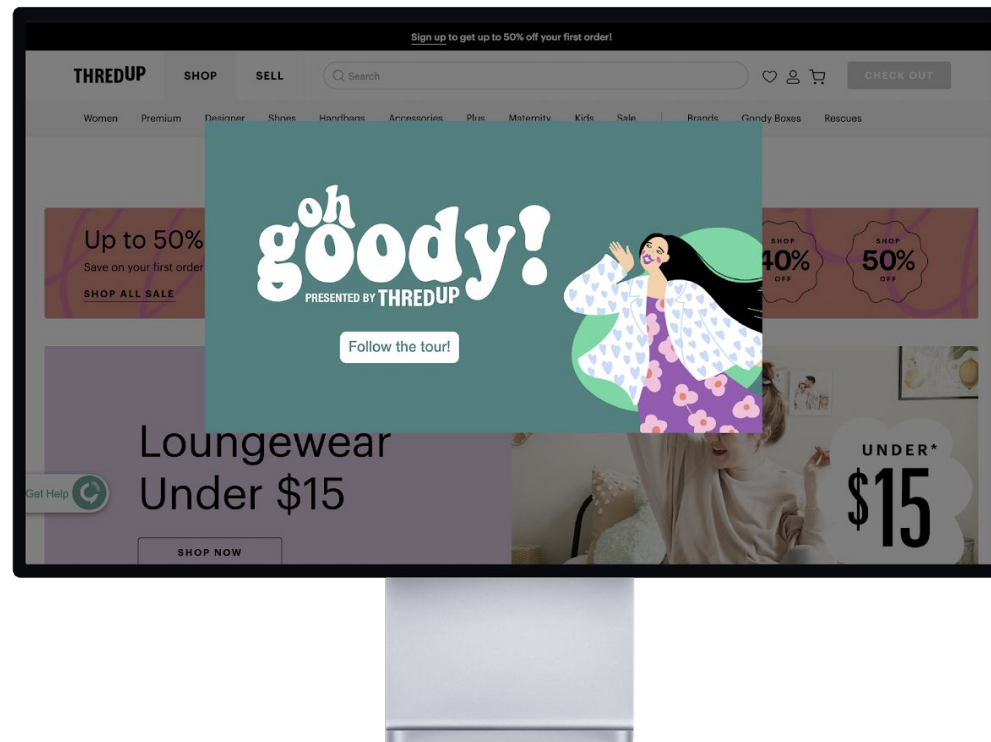


Kiosk breaks

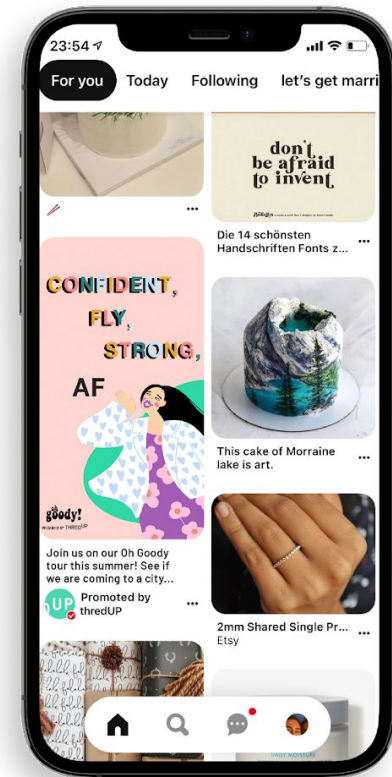
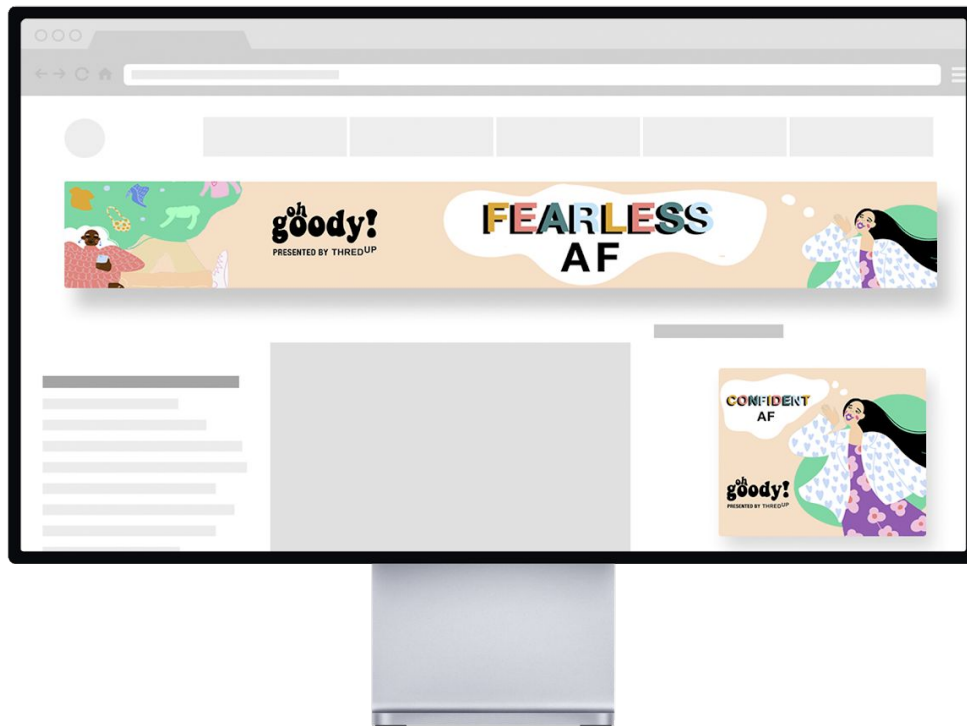
BLOG & EMAIL



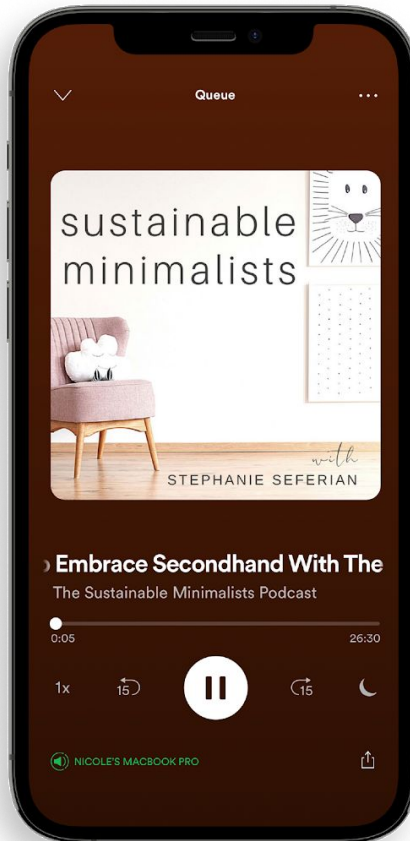
LIGHTBOX & LANDING PAGE



PROGRAMMATIC & OWNED SOCIAL



PODCASTS & INFLUENCERS



WALLSCAPES & COFFEE SHOPS



MEDIA SCHEDULE

OWNED ■ EARNED ■ PAID ■

APRIL

MAY

JUNE

TACTICS

Blog posts

Emails

Podcast sponsorships

Sponsored drink

Influencer posts

Homepage lightbox

Owned social posts

Wallscapes

PROGRAMMATIC

Instagram

Twitter

Facebook

Pinterest

LinkedIn

Banner Ads



BUDGET BREAKDOWN

TRAVEL COSTS: \$36,605

DECORATIONS: \$334,086.39

EMERGENCY: \$190,000

LOCATIONS: \$12,480

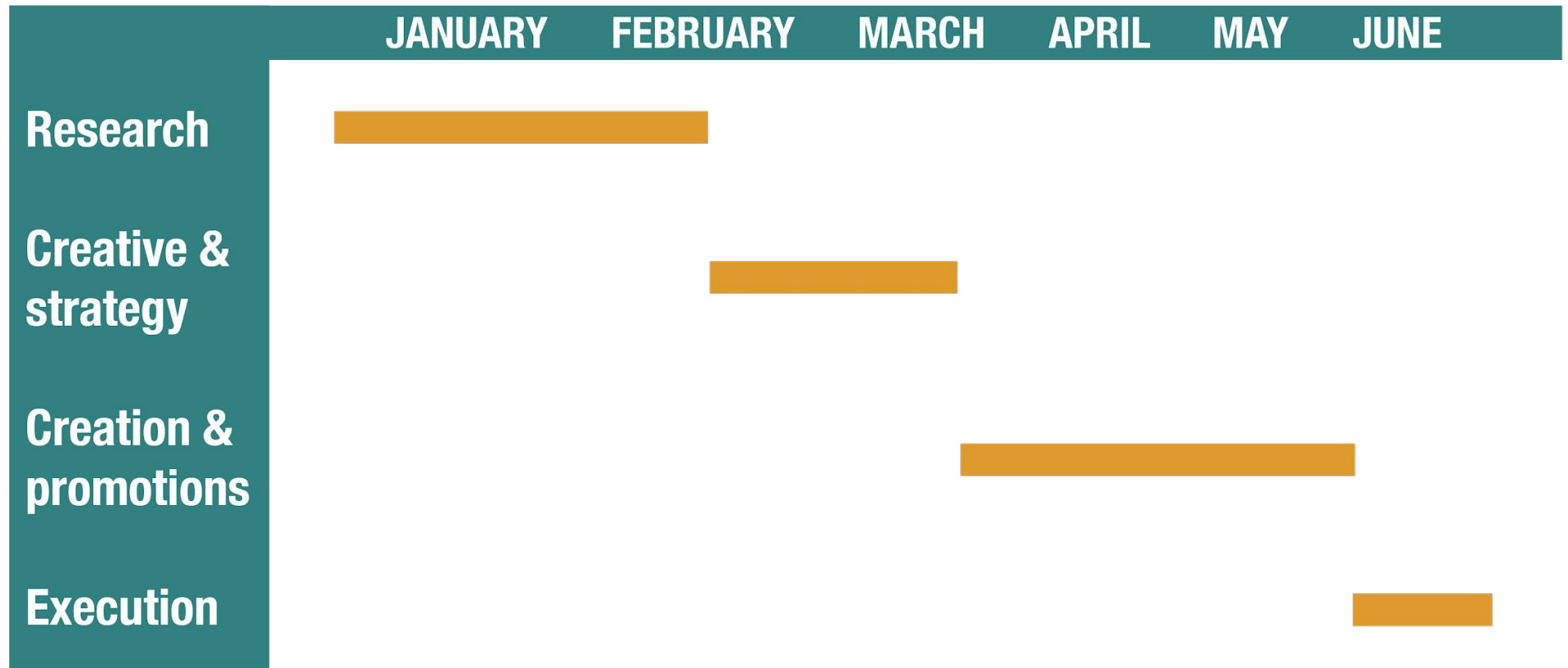
INFLUENCERS: \$35,464

MEDIA SPEND: \$501,694

STAFFING: \$73,600

TOTAL: **\$1,183,930**

CAMPAIGN SCHEDULE



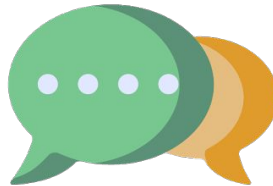
CAMPAIGN EVALUATION

Increase **site visits** to
<https://www.thredup.com/goody>
by 25%



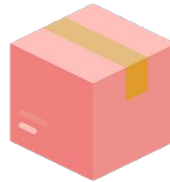
Measure **site visits** to
<https://www.thredup.com/goody>

Increase **sales** of the
Goody Box **by 5%**



Measure **sales** of the
Goody Box

Be in the **top three share of
voice** for earned media in
sustainable fashion



Measure through **social listening**
and a **brand tracking survey**



Thank you!
Questions?

